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BOARD OF DIRECTORS MEETING AGENDA
Wednesday, March 24
First American Bank, 570 24th Ave. N.W., 9:00 a.m.

Action Items:

- I. Minutes
Action: Consider approval of February NCVB Board meeting minutes.
- II. Financials
Action: Consider receiving February financials and filing for audit.
- III. Fiscal Year 2011 Budget
Action: Consider approval of Fiscal Year 2011 Budget.

Discussion Item:

- IV. Branding Initiative

Reports:

- V. Sales Report
- VI. Key Indicators
- VII. Key Initiatives
- VIII. City Issues
- IX. Developments
- X. Partner Reports

Executive Session:

- XI. Personnel
Action: Adjourn out of Regular Session and convene into Executive Session for discussion related to personnel.

Adjourn: 11:00 a.m.

MISSION: *The Norman Convention and Visitors Bureau exists to promote the city, to attract overnight meeting, convention, sport and tourism business to the community, and to enhance and contribute to the overall identity and economic well-being of the city.*

The NCVB is the official destination marketing organization promoting Norman as a convention, sports and tourism destination. Annually Norman realizes in excess of \$138 million new dollars to our community through tourism.

BUREAU CALENDAR NOTES

Sports Committee, Thursday, March 25, 8:00 a.m., CVB Conference Room

ED out of office volunteering with Norman Public Schools, Tuesday, March 30

Organization Development Task Force, Thursday, April 1, 4:00 p.m., CVB Conference Room

Finance Task Force, Tuesday, April 6, 4:00 p.m., CVB Conference Room

Branding Discovery Workshop, Friday, April 9, 8:00 a.m.-12:00 p.m., location TBD

ED out of office attending NASC, April 12-15

Norman CVB Executive Committee, TBD (if needed)

Norman CVB Board of Directors Meeting, Wednesday, April 21, 9:00 a.m., Chamber of Commerce

Marketing Task Force, Monday, April 26, 4:00 p.m., CVB Conference Room

FESTIVALS / EVENTS*

34th Medieval Fair, March 26-28, Reeves Park

Side by Side by Sondheim, March 26, Sooner Theatre

For more, please check www.visitnorman.com

*Events are provided to allow board members the opportunity to attend and give CVB “presence” at local events.